

## The art of marketing perception—it's in the glass at Quest

"I think we are at a time when perception of the product is very important."

- Dominique Gillier  
 Quest VP of Sales  
 and Marketing

They sparkle and gleam along supermarket isles, from cosmetic counters and from liquor store shelves. Some are merely pretty, while others are genuine works of art; art that just happens to contain the products that businesses want to sell.

Bottles decorated by Quest Industries, LLC, a firm new to Stockton since March 2001, are turning up in stores—and in home cabinets—throughout the West.

"I think we are at a time when the perception of the product is very important," said Dominique Gillier, Vice President-Sales and Marketing.

Quest will take a customer's bottles and art work and use their design equipment to perform any number of graphic treatments,

*continued, page three*



### Press check

*Like a printer checking a page proof, a Quest Industries employee pulls a sample off the production line. Quest accepts bottles and designs from customers and uses European-made equipment to return the bottles as colorful and eye-grabbing containers.*



# Stockton's new Economic Development Director envisions a reborn City

## A closer look...

- **The City's Economic** Development Webpage will be redesigned in the next few months...check in often at [www.stocktongov.com](http://www.stocktongov.com) to see the enhancements.
- **The City is developing** a new tool for economic development...via the Internet. A new website will display maps, photographs, aerials and details on available Stockton sites in a simple, easy-to-use format. Look for a detailed article in an upcoming issue of **update**.
- **A reminder to businesses:** Most of the industrial areas in the Stockton metropolitan area fall within the Stockton/San Joaquin Enterprise Zone. To receive information on how your business may benefit from being in the Enterprise Zone, contact the Economic Development Division at 209.937.8530.
- **Robert A. "Bob" Sivell** has retired from the City of Stockton after 21 years of service. Bob was instrumental in securing the City's Enterprise Zone designation in 1993. As the City's first Enterprise Zone Manager, Bob was recognized as a motivated problem-solver with a business-friendly approach.

**P**atrick Nevis imagines an evening out in Stockton with his wife and son, not too long from now, when they enjoy an evening stroll along a beautiful, tree-lined promenade next to the sparkling water of the Delta. They've just enjoyed the latest movie and a delightful meal at a downtown restaurant.

Just now, Stockton seems to be in a state of destruction, with old buildings tumbling to the wrecker's ball each week. But the tearing down is part of the city government's plan to begin building a new city.

"Stockton is in a key geographic location right now—the Bay Area is spilling over into San Joaquin County, there's growth here and the agriculture industry continues its strength," he said.

Combine these factors with a relatively low cost of labor, a good labor market, and a wide range of available housing and you have a locale many companies will find very attractive.

Nevis is Stockton's new Economic Development Director and he intends to help awaken the City.



*"It will be a different City than when I was a kid...yeah, it's coming together, it's really coming together."*

*-Patrick Nevis  
Stockton Economic  
Development Director*

*concluded, page four*

# New City Manager has plans: Stockton will be a vibrant center for the Valley



*City Manager Mark Lewis is undertaking the renovation of Downtown Stockton.*

**“S**ix years from now this will be a totally different place,” said new Stockton City Manager Mark Lewis, Esq. Lewis has been with Stockton for six months and is undertaking the revitalization of the city’s Downtown area at the direction of the Mayor and City Council.

“The Mayor and the Council are extremely supportive and they have a clear vision of where we need to go,” said Lewis. “This will be a vibrant center of Stockton and all the Valley in general.”

Lewis cites a recent increase in code enforcement activity that is ending up with the removal of sev-

eral old and dilapidated buildings.

“Hold on to your hat,” he said, as he ticked off a list of reasons that Stockton will become the Valley center he’s working toward: the Weber Point Events Center has been expanded and new expansion continues; every day there are four or five new ships calling at the Port of Stockton; the Fox Theatre is slated for further renovation; the Hotel Stockton will be renovated next year; a new movie complex with retail

*concluded, page four*

## Art of marketing perception

*from page one*

including frosting, etching, and screen printing up to eight colors.

**t**he products they deliver reach the level of “how did they do that!” Gillier said the machinery used by Quest comes from Italy and is the result of a long European tradition of turning glass containers into art. Their machinery can decorate bottles with screen printing, spraying, labeling, frosting and etching.

When you look at a container prepared by Quest, especially the frosted and etched ones, your first impulse is to pick it up. And that’s the point.

“People want to grab and touch and feel the product these days, and we create objects that encourage that,” he said.

*concluded, page five*



*update, fall, 2001 , page three*

# Nevis: Stockton offers so much

*from page two*

"I have two main goals: I want to attract good paying jobs, especially in the manufacturing sector; and I want to attract point-of-sale businesses to increase the sales tax revenue so we can expand City services," he said.

Nevis would like to speak with business executives or owners who are interested in realizing substantial business opportunities.



"Stockton offers so much: there's transportation, with the two main north-south highways, and then there's the Port

of Stockton. It's just a tremendous facility, with continued expansion and growth opportunities into the foreseeable future. Combine that with intermodal facilities and a railroad and a very forward-thinking administration out there, and the future is bright," he said.

**n**evis is also excited about the scheduled remodeling of the once-famous landmark, the Hotel Stockton. The old building was a Valley destination in the early 20<sup>th</sup> Century, but it has fallen upon unfortunate conditions. That will change beginning next year, when current plans turn the grand old building into a center for shops, restaurants and offices.

Patrick Nevis grew up in Tracy. He attended Delta College and graduated from the University of the Pacific and

from Drew College in New Jersey, where he earned a masters in political science.

His background includes work with a state environmental agency, and with the engineering firm Brown and Caldwell. He came to the city from the state Trade and Commerce Agency where he was Deputy Director of the Office of Small Business.

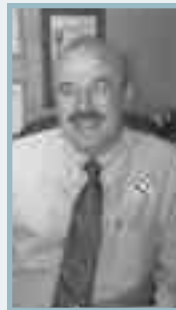
"It will be a different City than when I was a kid...yeah, it's coming together, it's really coming together," he said. •



*Demolition of old, run-down buildings is a regular sight in Stockton.*

## Lewis: A vibrant center

*from page three*



stores is arising from cleared ground on El Dorado Street.

"But all this work has to be supported by a growing economy,' he said, "and we've got that too—all the infrastructure a new business needs is already here."

He cited lower housing and development costs, transportation hubs, an available and capable workforce, and most importantly a City management that is committed to turning Stockton into a major and beautiful center for business, entertainment and quality living in the Valley.

"We are going to work it about as hard as a city can work economic development," he said.

Mark Lewis comes to Stockton after serving for six years as City Manager of Union City. •



# Art of marketing perception

*from page three*

**“Our location within the Enterprise Zone is also very important. You don’t move into an area with such an investment without good reason.**

*- Dominique Gillier*

“The perception of the consumer is based on packaging.” If that sentence sounds like a marketing mantra, Gillier has a Quest success story that relates right to it.

He explained that many or most clear spirits are made in bulk. Any particular brand of vodka could be made at a large processing plant; trucks or rail cars for other brands back up to the same holding tanks. Additional treatments may take place at individual plants, but the basic product is the same.

“So the packaging perception of the consumer is very important,” said Gillier. He added that Quest’s treatment for premium and super-premium packaging has proved to be extremely effective.

Case in point: Rain Vodka. “They had experienced very sluggish sales for about five years,” said Gillier. The product was selling at \$10-to-\$12 when they came to Quest, looking for an exclusive bottle.

“The repackaged product is now selling heavily at \$22,” said Gillier.

Quest is a new company made up of glass industry vets who average 25 years in the business. The new facility at 2518 Boeing Drive is a model of crisp, clean industry:



the gleaming works of the factory are every bit as shiny and attractive as the products that roll out the door.

Currently employing nearly 45 people, Quest is ready to increase to two shifts as demand grows.

“We like Stockton for many different reasons,” said Gillier.” He said the plant site

between US 99 and Interstate 5 is very important for receiving and shipping customers’ bottles.

“Our location within the Enterprise Zone is also very important. You don’t move into an area with such an investment without good reason. And the benefits of our Enterprise Zone location is very strong,” he added.

Quest is a bi-coastal company with two additional plants in New Jersey; the Stockton operation is a one-of-its-kind plant in California. Quest competitors can offer individual graphic bottle and glass treatments, but not all of them at one place. ●

# ● Economic Indicators

November 2001

## ● Prime Rate: 5 %

Nov. 9, 2001, from The Wall Street Journal:  
"The base rate on corporate loans posted  
by at least 75 percent of the nation's 30  
largest banks."

## ● Consumer/Producer Price Index

### CPI

#### *Core Rate*

Oct.	177.6
Sept.	178.2
June	177.9

The Consumer Price Index measures the price level of a fixed market basket of goods and services purchased by consumers. CPI is the most widely cited inflation indicator.

### PPI

#### *Finished goods*

Oct.	139.6
Sept.	141.7
June	142.2

The Producer Price Index measures prices of goods at the wholesale level. The market tracks the finished goods index most closely, as it represents prices for goods ready for sale.

## ● San Joaquin Co. Employment Trends, to October

Calif. Employment Development Dept.  
Labor Force and Unemployment Data

Posted: November 9, 2001

### Monthly Labor Force Data for San Joaquin County (Not Seasonally Adjusted)

	Labor Force	Employment	Unemployment	Rate
Oct.	267,700	247,500	20,300	7.6%
August	269,800	251,100	18,800	7.0%
June	269,900	248,200	21,800	8.1%



## ● Stockton's Permit Activity

Figures are for calendar year 2001 through August 31

<i>Residential</i>	<i>YTD 8/00</i>	<i>Valuation</i>	<i>YTD 8/01</i>	<i>Valuation</i>
Single Family	1,248	178,454,813	1,137	171,328,677
Multi-Family			13	4,463,638
Additions, etc.	659	5,799,426	646	5,994,670
<b>TOTALS</b>	<b>1,907</b>	<b>184,254,239</b>	<b>1,796</b>	<b>181,786,985</b>

<i>Commerical</i>	<i>YTD 8/00</i>	<i>Valuation</i>	<i>YTD 8/01</i>	<i>Valuation</i>
Industrial	2	960,360	2	5,303,000
Commercial	28	20,993,712	13	10,353,071
Other	7	9,204,758	5	1,514,347
Additions, etc.	346	36,365,996	340	38,527,092
<b>TOTALS</b>	<b>383</b>	<b>67,524,826</b>	<b>360</b>	<b>55,697,510</b>



Stockton's Business & Economic **update** is published quarterly by the Economic Development Division, City of Stockton.

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Editor:

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Design & Production:

Terry Grillo

Bulk Rate  
U.S. Postage

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Permit No. 12  
Stockton CA